



EAT SPAIN DRINK SPAIN AUSTRALIA – TENDER CLARIFICATIONS

Campaign Geography

While the majority of participating venues are located in Sydney and Melbourne, there are also a small number of venues in Brisbane, Gold Coast and Perth (around 10 in total across those cities). In terms of media coverage, we would expect the agency to secure outlets that also have nationwide reach rather than approaching coverage only on a city by city basis, which will naturally ensure that participants outside Sydney and Melbourne are also represented.

Regarding travel, any costs incurred by the agency should be covered within the agency budget. The agency should plan for travel to venues in both Sydney and Melbourne as a minimum, and the Trade Commission will advise on which venues to prioritise as the campaign programme takes shape.

Retail & Hospitality Support

The Trade Commission will act as the central coordination point with all participating venues. Rather than managing direct relationships with each venue independently, the agency will receive all the necessary information from us regarding which venues require which materials and assets. Should any direct contact with venues be needed, this should always keep the Trade Commission informed. This approach will allow the agency to focus on delivery without needing to coordinate individually with each of the 50 to 70 participants.

Please also note that all participating venues already have access to the digital promotional kit, which is available for download here:

<https://www.foodswinesfromspain.com/en/upcoming-events/trade-shows-detail-three/eat-spain-drink-spain-australia-2026/promotional-materials>

Campaign Activations

We have received one to two activations per participant. The agency will not be expected to attend every single activation, but rather to ensure overall coordination and support across the network. We would expect closer involvement and attendance for those activations that are particularly high-profile, creative or well-positioned to generate strong media and PR opportunities.

POS & Promotional Materials

Can you provide indicative quantities for POS materials and promotional merchandise to assist with production costing? Do you anticipate it will be a cross all 50x-70x venues?

At this stage we are not in a position to provide precise quantities regarding POS materials and promotional merchandise, as we are still in the process of gathering this information from participants. That said, we can offer the following guidance:

- Regarding POS materials, given that digital templates and assets have already been shared with all participating venues, we do not anticipate that the majority of restaurants will request physical POS materials. Demand is therefore expected to be relatively limited on the hospitality side.
- Regarding promotional merchandise, we would expect most of the participating retailers to require some form of branded items, so agencies should factor in coverage for the majority of the retail participants when costing this element.

We will aim to provide more precise figures as soon as we have a clearer picture, but we hope this helps as an initial steer for costing purposes.

Photography & Videography

Professional capture should focus on the most high-profile and media-worthy activations, particularly in Sydney and Melbourne, where the majority of participating venues are located and in a central area in both cities. While we do not expect every single activation to be professionally captured, agencies should factor in meaningful coverage across both cities, with a minimum of 7 to 8 venues in each. The broader the coverage, the better.

Any travel costs incurred by the agency should be covered within the agency budget. The Trade Commission will advise on priorities as the campaign programme takes shape.

Paid Media

Paid media spend should be included within the agency budget. As outlined in the brief, the primary focus of the campaign is on communications and media coverage, and we encourage agencies to reflect this in their proposals. Please note that media relations with Secret Media Network and Gourmet Traveller will be managed and funded directly by the Trade Commission of Spain, so proposals should not include those two outlets. All other paid media activity should be factored into the agency's proposal.



Kick-off Event

As outlined in the brief, the agency will be responsible for coordinating the full logistics and delivery of the kick-off event, including venue costs and catering. The Trade Commission will facilitate introductions to potential venues and provide guidance on format and budget, and given our existing relationships with participating venues, we would expect venue and catering costs to not be significantly high. However, these costs should be factored into the agency's proposal.

The event is envisaged as a small-scale campaign launch and networking opportunity, and the agency's remit covers full event coordination and delivery, guest list management, media and influencer invitations and on-the-day logistics. Photography of the event should also be included as part of the broader campaign photography and videography deliverable.

Prize Draw

As outlined in the brief, the agency is expected to manage all legal compliance and permit requirements for the consumer prize draw, and any associated costs should be included in the proposal.

The headline prize is a return trip to Spain, however as also noted in the brief, should this not prove feasible within the allocated budget or from a regulatory standpoint, the agency should propose an alternative prize of comparable appeal, subject to approval by the Trade Commission.

Reporting & KPIs

Regarding campaign performance data from participating venues, the brief does not explicitly require the agency to collect sales or footfall data from venues directly. While the Trade Commission will share a questionnaire with participants, responses will be voluntary, so this data cannot be guaranteed. The agency should not factor this into their reporting methodology.

Where we do expect the agency to take ownership of data collection is in relation to media coverage, social media performance and influencer activity, as these are areas where the agency will have direct visibility and control.

In terms of KPIs, there are no additional targets beyond those outlined in the brief. That said, as with any campaign, the more data and insights the agency is able to capture and report on, the better, and we would always welcome a more comprehensive picture where possible.